

## ABSTRACT

### FACTORS CONTRIBUTING TO THE FAILURE OF EXCLUSIVE BREASTFEEDING (Qualitative Study at Kecamatan Tembalang, Semarang 2007)

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**Background :** Exclusive breastfeeding means only giving breastmilk to babies, without any other food or drinks. Survey held on 2002 by Nutrition and Health Surveillance System (NSS) collaborated with Balitbangkes and Helen Keller International showed that the coverage of exclusive breastfeeding to 4-5 month babies was very low, in urban area was 4-12%, and in rural area was 4-25%. Exclusive breastfeeding coverage on 5-6 month babies in urban area was 1-13%, and in rural area 2-13%.

**Objective :** This study investigated the factors contributing to the failure of exclusive breastfeeding at Kecamatan Tembalang, Semarang, based on the delivery services.

**Method :** This study was a descriptive research using qualitative approach to make easier the identification processes and elaboration of the factors contributing to the failure of exclusive breastfeeding. The study was conducted at Kecamatan Tembalang, Semarang, which was the coverage area of Kedungmundu and Rowosari Primary Health Care Center.

**Result :** Subject were 12 mothers from 4 groups of delivery services, i.e. hospital, maternity hospital, midwife's delivery services and at home by traditional midwives. Predisposing factors contributing to the successful exclusive breastfeeding including mother's knowledge and motivation held negatively. Enabling factors including exclusive breastfeeding campaign and midwife's delivery services and hospital facilities gave negative support. Reinforcing factors including health care provider, traditional midwives and families mostly gave negative support to exclusive breastfeeding. Barrier factors of exclusive breastfeeding were incorrect perception about babies food, formula milk promotion and mothers' or babies' health problems.

**Conclusion :** Knowledge, attitude, and practices from mothers and health care providers did not support exclusive breastfeeding program. It is necessary to conduct a study to find the best strategy to promote breastfeeding program.

**Keywords :** exclusive breastfeeding, qualitative study.